

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on line 18 on page 16 of the specification with the following amended paragraph:

The electronic communication service **10** further comprises an interface which processes in step **14** business information provided by businesses interested in joining the electronic communication service **10**. The business information could include the business address, contact information, product or service information, and mailing lists. Step **14** also subscribes the business to the electronic communication service ~~**12**~~ **10** and establishes a mailing service for the business.

Please amend the paragraph beginning on line 13 on page 37 of the Specification as follows:

Step **626** determines whether a user's preference designates delivery of the offer. If delivery of the offer is designated, step **626** delivers the offer by setting a pointer in a designated inbox of a master e-mail identifier. Otherwise, if deliver of the offer is not designated, step **626** adds the offer to a user's quick-find list. The category under which the offer is stored in the user's inbox is determined by information gathered when the offer is created. A sequenced matching of the user's preferences to the offer categories determines the category under which the offer is stored. Business can be charged for sending direct mail advertising materials. Such charges could be based on the amount of direct mail advertising materials sent, or the amount of direct mail advertising materials received by the user. Businesses may be charged a lower

notification fee if a user's interests match the offer categories but inbox delivery status has been deselected by the user. Once step 626 completes determination of the user and offer categories and preferences, and delivers the offer accordingly, step 626 invokes step 628 and terminates.